
BCAP RULING

MFI



One ad showed a man and a woman seated in a kitchen. A teenage girl walked through the door. The woman immediately started shouting at the girl about being late, asking her whether she had been drinking and who had she been out with. The girl shouted back "No ... leave me alone". The girl walked out of the room into a bedroom while the woman continued to shout at her and the camera pulled back to show the girl

was actually in an MFI showroom. The girl knocked a pile of brochures out of a saleswoman's hands and dropped onto a bed. The saleswoman bent down to start picking up the brochures. The voice-over stated "At MFI there's everything from kitchens, bedrooms and bathrooms ... so you'll feel right at home".



Another advertisement showed a man in a kitchen ironing a pair of trousers. A woman walked in and started shouted at him "Why is it whenever my mother comes round to babysit you seem to take an eternity?" The man shouted back "Believe me with your mother coming around to babysit, I want to get out as quick as I can". They continued to shout at each other and the camera pulled back to show that the kitchen was in an MFI showroom. A salesman walked in

and showed the couple how quickly the ironing board could be stored away. The voice-over stated "When your kitchen's measured, designed and installed by MFI you'll feel right at home".

ISSUES

Most viewers, including one who had been a victim of domestic violence, objected that the ads were offensive, shocking and disturbing.

I agree with this claim, it's also against the CAP Advertising codes under 4.1 Harm and offence. [Advertisements must contain nothing that could cause physical, mental, moral or social harm to persons under the age of 18.]

Most viewers believed the ads were irresponsible, because they suggested that arguing and shouting were normal features of home life.

As this might be true, there aren't any regulations against this.

Several viewers believed advertisement might encourage children to behave in an aggressive and disrespectful way and could undermine parents.

As I said before, it's against the CAP Advertising codes under 4.1 Harm and offence. [Advertisements must contain nothing that could cause physical, mental, moral or social harm to persons under the age of 18.]

Several viewers objected that ad (a) was irresponsible, because it implied that shouting at children was acceptable and they believed it could encourage adults to bully or verbally abuse children.

I agree with this claim, it's also against the CAP Advertising codes under 4.1 Harm and offence. [Advertisements must contain nothing that could cause physical, mental, moral or social harm to persons under the age of 18.]

Several viewers objected that ad (a) would cause distress to children who may have experienced similar situations at home.

As this might be true, there aren't any regulations against this.

Several viewers found the ads distressing because they thought they were highlighting problems of child and domestic abuse; those viewers said the ads were particularly offensive because they believed they trivialised the issues of child and domestic abuse.

I agree with this claim, it's also against the CAP Advertising codes under 4.1 Harm and offence. [Advertisements must contain nothing that could cause physical, mental, moral or social harm to persons under the age of 18.]

Some viewers objected that the ads were inappropriate for broadcast when children might be watching.

I agree and this also complies with CAP Advertising codes under 5.1 Children [Advertisements that are suitable for older children but could distress younger children must be sensitively scheduled]

NHS



The TV ad began by showing a darkened room. A child's voice said "I'm not scared of the dark", then "I'm not scared of spiders" as a large spider was shown crawling in a basin. A clown's face was shown; the child's voice continued "I'm not scared of clowns". A school girl was shown

standing scowling on a street corner; the child's voice said "I'm not scared of Becky Taylor". Two women were shown talking in a playground; one of them turned, smiled at the camera, said "hello", then took a drag on a cigarette. The child voice-over continued "I'm scared of my Mum smoking. I'm scared that my Mum will die". On-screen text stated "Over 2,000 people die every week in the UK from smoking related diseases". An adult voice-over stated "For help quitting, call 0800 XXXXXX now, or press red".

The TV ad was cleared by Clearcast with an ex-kids restriction, to prevent it being shown in or around programmes made for, or specifically targeted at, children.

ISSUE

51 viewers were concerned that the TV ad risked causing harm or distress to children, because it preyed on their fears and would cause them stress or worry by suggesting their parents might imminently die. 24 of the viewers, at least three of whom were non-smokers, said the TV ad had distressed their children (aged between 3 and 13 years). Ten viewers believed the TV ad should not have been shown before 9pm.

I agree with this claim, it's also against the CAP Advertising codes under 4.1 Harm and offence. [Advertisements must contain nothing that could cause physical, mental, moral or social harm to persons under the age of 18.] It also complies 5.1 Children [Advertisements that are suitable for older children but could distress younger children must be sensitively scheduled].

3. LADBROKES



The first depicted a character with an eye-patch identified as "Willem Snyman, mentor and oceanic guru" talking about his erstwhile pupil. The pupil's story was depicted in flash back, intercut with commentary from Willem, and showed him taking more and more

extreme risks in his chosen "sport" of diving with sharks, including tying raw bacon and sausages to his wet suit and leaping into shark infested waters dressed in a seal costume. Willem stated "His appetite for new highs was getting out of hand. He was taking too many risks. We told him, but he was so headstrong. All we could bury was his flipper". The final line of dialogue stated, "If only he'd seen ladbrokescasino.com it would have quenched his thrill buds". A ladbrokescasino.com red background and logo appeared on screen to the sound of deep laughter, and text stated "GET £20 FREE".

ISSUES

The advertisement portrayed gambling in a context of toughness or linked it to risk taking and reckless behaviour

This complaint doesn't go against any of the CAP regulations of advertisement

The advertisement portrayed, condoned or encouraged people to gamble in a way that was socially irresponsible and could lead to financial harm

I agree with this complain, it also goes against CAP regulations under 17.3.1 Gambling [portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm]

The advertisement exploited the susceptibilities and aspirations of vulnerable people.

I agree with this complaint, it also goes against the CAP regulations under 17.4.4 Gambling [exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of under-18s or other vulnerable persons]